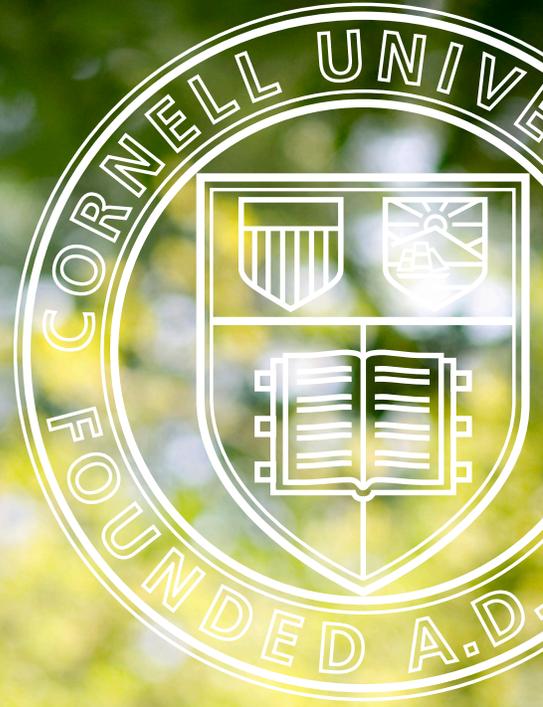


Link



Meet the New Dean
Alan Mathios, p. 10

message

from the Dean



What an exciting time to be part of Human Ecology! Our new building is under construction, this year's outstanding freshmen are already making their mark, and the college is leading or participating in some of Cornell's most important multidisciplinary collaborations. These include the Cornell Population Program; Global Health Program; Law, Psychology, and Human Development; Persistent Poverty and Upward Mobility; Morgan Tissue Engineering Seed Grant Program; and Design, Health, and Hospitality.

You can look for updates on all of these programs in future issues of *LINK* as well as in our *Human Ecology* magazine. In this issue, you'll find two new sections: Alumni Newsmakers and New Alums. There are too many Human Ecology alumni doing too many great and important things to limit our coverage to a few in-depth profiles and class notes. We strive to make this your magazine, so we are creating ways to put more of you in it. As always, we welcome your feedback and ideas for how we can continue to improve.

We have had a successful year in faculty recruiting, and I am very pleased to introduce you to this year's additions. They continue the momentum and trajectory of bringing together scholars whose individual achievement and potential for multidisciplinary collaboration will shape Human Ecology for years to come.

Professor Jennifer Glass joins Policy Analysis and Management from the Department of Sociology and Women's Studies at the University of Iowa. Her interests are population health, family demography, education and inequality, aging and the life course, and immigration.

Assistant Professor David Feathers joins Design and Environmental Analysis from a postdoctoral fellowship at the Center for Inclusive Design and Environmental Access at Buffalo. His interests include human performance and behavior, health and well-being, quantifying the human form for design, and relating tenets of accessibility to environmental barriers from a human factors perspective.

Assistant Professor Tamar Kushnir joins Human Development from a postdoctoral fellowship in the Department of Psychology at the University of Michigan. Her interests are learning in children and cognitive development.

Assistant Professor Corinna Loeckenhoff joins Human Development (in January 2009) from a research fellowship at the Personality, Stress, and Coping Section of the Laboratory of Personality and Cognition at the National Institute on Aging.

Assistant Professor Marla Lujan joins Nutritional Sciences from her postdoctoral studies in Obstetrics, Gynecology, and Reproductive Sciences at the University of Saskatchewan. Her research investigates the link between nutrition, metabolism, and fertility in women.

Assistant Professor Joann McDermid joins Nutritional Sciences having received her PhD in epidemiology and population health from the London School of Hygiene and Tropical Medicine. Her interests are epidemiology, infectious disease, population studies, and genetics.

Associate Professor Kelly Musick joins Policy Analysis and Management from the Department of Sociology at the University of Southern California. She is a family demographer who studies family policy and changing racial and ethnic patterns of marriage and family formation in the United States.

Assistant Professor Shu-Bing Qian joins Nutritional Sciences from the University of North Carolina, Chapel Hill. His interests are biochemistry, immunology and cell biology, and in molecular metabolic physiology.

As we travel around the country meeting with alumni, we look forward to updating you on progress with the new Human Ecology building (check out the construction webcam: www.human.cornell.edu/birdseye), the capital campaign, and the new ideas and initiatives being pursued to advance and improve the human condition.

Sincerely,

Rebecca Q. and James C. Morgan Dean

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REBECCA Q. AND JAMES C. MORGAN DEAN

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The Magazine for Human Ecology **ALUMNI** Fall 2008

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Cornell College of Human Ecology:

*Shaping the human experience through
research, education, and outreach.*



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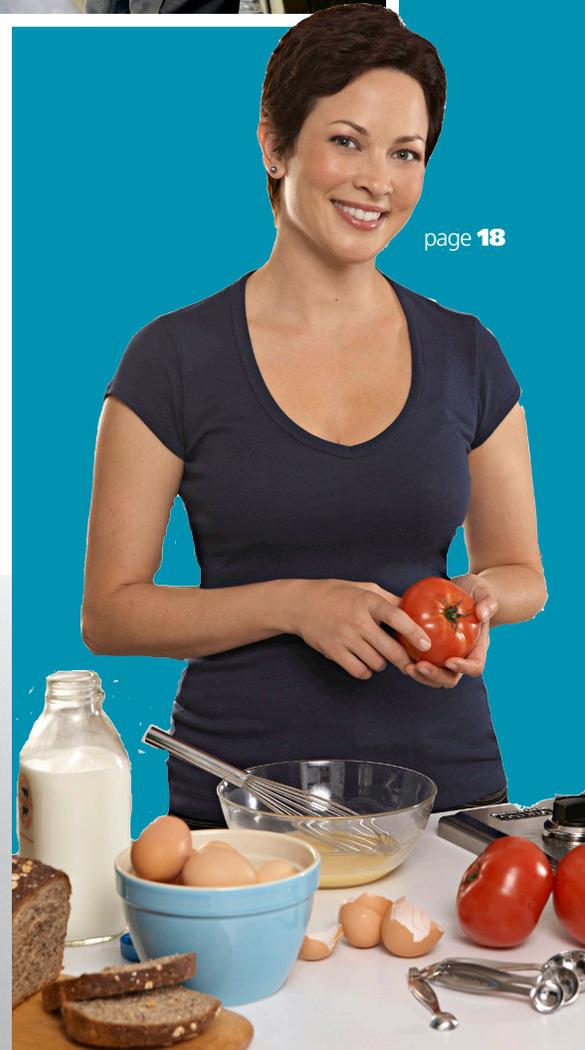
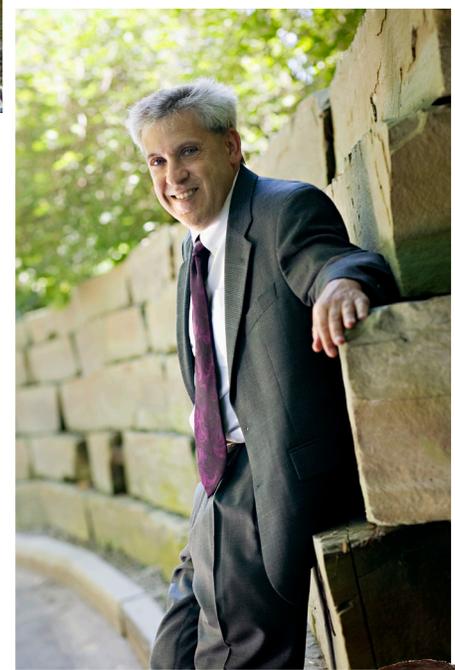
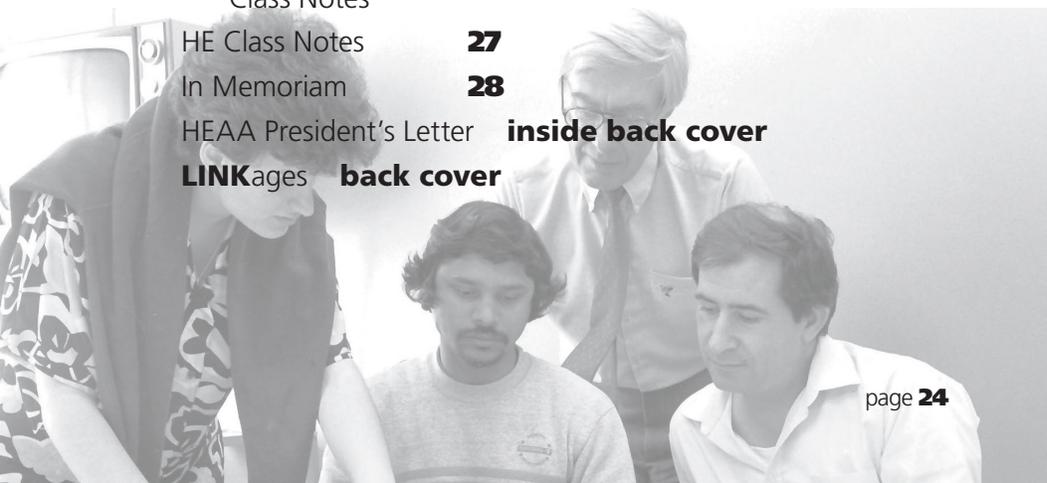
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Research on two fronts: Alzheimer's disease and diabetes

Biochemist and geneticist Ling Qi, assistant professor in nutritional sciences, received grants this year for work on two distinct diseases. Qi received the American



Diabetes Association Junior Faculty Award for his work in finding the gene that links obesity and type 2 diabetes. And he received the 2008 Rosalinde and Arthur Gilbert Foundation/AFAR New Investigator Award in Alzheimer's Disease.

Qi's background is in studying the link between type 2 diabetes and obesity, but he's always been interested in Alzheimer's disease as well. "The techniques used in studying both diseases are similar, just in different cell types," Qi explained. "Coming from a different background, I believe our diverse knowledge will be helpful to the Alzheimer's field."



Qi Wang

Where does our past begin?

Qi Wang, associate professor of human development, wrote an article about the implications of social and cultural factors on childhood amnesia for the *Psychological Science Agenda*, which is published by the American Psychological Association. In the article, she argues that different self-views across cultures may influence the extent to which people can recall very long-term memories, including their earliest childhood experiences.

[link www.apa.org/science/psa/wang.html](http://www.apa.org/science/psa/wang.html)



Philanthropy class makes local lives brighter

For the third year, students studying philanthropy in Cornell's College of Human Ecology allocated \$10,000 from Doris Buffett's Sunshine Foundation to local nonprofit organizations.

This year's recipients were the Ithaca Free Clinic, a health center for the uninsured; Finger Lakes ReUse Inc., a nonprofit that provides a centrally located retail outlet for local reuse programs; Alternatives Community Ventures, a local organization affiliated with a credit union that helps low-income households; and Challenge Industries, which offers literacy and skills training for disabled job seekers.

Three Human Ecology students recognized as Merrill Scholars

2008 graduates **Lindsay T. Fourman**, **Elana M. Jacob**, and **Bethany L. Ojalehto** were recognized by Cornell's Merrill Presidential Scholars Program for their academic achievements at Cornell. Each spring, the program recognizes 36 scholars, representing approximately 1 percent of the graduating class. The program also recognizes a high school teacher and a university professor chosen by the awardees for making important contributions to their lives.

Memory on trial

Research by Human Development professors Valerie Reyna and Chuck Brainerd suggests that children are less likely to produce false memories and, therefore, are more likely to give accurate testimony when properly questioned. The work was sponsored by the National Science Foundation.

[link www.nsf.gov/news/news_summ.jsp?cntn_id=111230](http://www.nsf.gov/news/news_summ.jsp?cntn_id=111230)

Cornell Hillel awards Tanner Prize to Jacobs '54 family



Joan Jacobs '54, husband Irwin Jacobs '54 (Eng.), and their son and daughter-in-law, Gary and Jerri-Ann Jacobs, are the recipients of this year's Tanner Prize for significant

contributions to the Jewish people and to Cornell. The family supports the sciences in Israel through the Technion (Israel Institute of Technology) and helps foster Muslim-Jewish relations with the Jacobs International Teen Leadership Institute.

Population center wins federal grant

The Cornell Population Program was awarded a \$1 million grant from the U.S. National Institutes of Health to expand its capabilities to conduct demographic research at the national and international level. The NIH awards one such grant annually to the program that shows the most promise of becoming a leading population research center. The center was established in 2007 to coordinate and promote population research and encourage cross-disciplinary innovation. It includes 71 faculty and research associates from 16 departments across campus. It is housed at the Bronfenbrenner Life Course Center.

DEA student awarded Udall scholarship



Katherine McEachern

Katherine McEachern, now a senior in Design and Environmental Design, is one of three Cornell students to win the 2007–2009 Morris K. Udall Scholarship for U.S. students with excellent academic records and an interest in careers in environmental public policy, health care, and tribal public policy. A total of 80 students across the country received the \$5,000 award.

Faculty, alumni join Board of Trustees



Rosemary Avery

Three Human Ecology faculty and alumni were elected to the Cornell University Board of Trustees this year. Policy Analysis and Management chair Rosemary Avery was elected to be a faculty trustee; alumna **Ronni S. Chernoff '67** was elected by the alumni as an alumni trustee; and alumna **Beth McKinney '82**, director of Cornell's Wellness Program, was elected by university staff as an employee trustee.

Ong honored with early career awards



Anthony Ong

Anthony Ong, assistant professor of human development, has been awarded the 2008 Springer Early Career Achievement Award in Research on Adult Development and Aging from the American Psychological Association's Division of Adult Development and Aging. This award is given to an individual whose work has made significant early career contributions to understanding critical issues in the psychology of adult development and aging.

Ong is also the recipient of the Margaret M. and Paul B. Baltes Early Career Award from the Gerontological Society of America.

Final West Campus house named for Flora Rose

The just-completed fifth and final house in Cornell's West Campus system has been named for Flora Rose, who was recruited to Cornell 101 years ago as a lecturer in nutrition. Rose (1874–1959) worked with Martha Van Rensselaer to establish a department, and later a college, of home economics that evolved into today's College of Human Ecology.

The announcement was made September 12 by Edna Dugan, assistant vice president for student and academic services and a Becker House fellow, at a ceremony celebrating completion of the \$225 million construction project.

Rose became head of the College of Home Economics after Van Rensselaer's death in 1932. She retired in 1940 at age 66.

"... it is so fitting that House Five should become Flora Rose House... to recognize her legendary status in Cornell history," said Dugan.

Nutrition alumni honor Michael Latham

About 60 former students of Professor Michael Latham and his international nutrition program honored their former professor at Cornell July 3 to 6, 2008. The Cornell International Nutrition Alums



Reunion celebrated Latham's 40 years as professor of international nutrition, his scientific and other contributions to health and nutrition worldwide, and his 80th birthday. Alumni hailed from such countries as Indonesia, South Africa, Tanzania, Guatemala, Sweden, and Haiti, as well as from many parts of the United States and Canada.

Graduates take center stage at Cornell commencement



Three Human Ecology graduates featured prominently in the 2008 commencement ceremony, receiving special honors for accomplishments during their Cornell years.

In his commencement speech, President David Skorton recognized Human Development student **Jessica Houle '08** for her work creating a program to provide mentoring, recreational, and leadership opportunities to teens in local mobile home parks. He also praised the work of **Rebecca Lee, PAM '08** for her successful campaign to establish a Pan-Asian student center on campus. And **Manuel Natal, PAM '08**, co-president of the Class of 2008 Alumni Association, presented the senior class gift to President Skorton during Senior Convocation. Natal played a key role in the record-breaking gift campaign.

A sneak peek inside the new building



The public can now take a virtual tour through the new Human Ecology building by watching “fly-through” videos created by the building’s architects, Gruzen-Samton Architects, LLP of New York City.

The new building will provide Human Ecology with state-of-the-art facilities for teaching and research in science and design. It will house a new art gallery, teaching and research labs, design studios, a wood shop, conference and seminar space, and administrative and faculty offices. A terrace and exterior walkway will provide extensive outdoor public space and expansive views across Beebe Lake and North Campus. The project is estimated to be completed in 2012.

[link www.human.cornell.edu/communications/multimedia](http://www.human.cornell.edu/communications/multimedia)

The Search for “Green” Gold in the Amazon Rain Forest

Fiber Science & Apparel Design professors Juan Hinestroza (left) and Anil Netravali traveled to Brazil in August to forge new collaborations to develop high-performance, sustainable materials out of plants growing in the Amazon rain forest. They were accompanied by Samantha Castillo-Davis '00, Human Ecology associate director of alumni affairs and development, who was assisting with corporate relations among the textile industry.

Netravali and Hinestroza delivered keynote speeches during a meeting on Amazonian green materials organized by the Universidade Federal do Amazonas in Manaus, Brazil. They were also the featured speakers at the textile industry-focused ABQCT Conference in São Paulo, Brazil. Following the conference, Hinestroza and Castillo-Davis explored potential university-corporate partnerships with two companies dedicated to developing and producing sustainable materials for the textile industry, among others.

“The Amazon is incredibly rich in plant species that provide unique challenges to materials chemistry,” Hinestroza explained. “Some of these fiber-producing plants have extraordinary properties that could be harnessed to produce high-performance materials in a truly sustainable fashion.”



CHOICES

PAM Undergraduates Have New Curriculum



PAM associate professor Rachel Dunifon and Daniel Lichter, director of the Bronfenbrenner Life Course Center.

Starting this fall, undergraduate students in the Department of Policy Analysis and Management have the option to customize their education to their individual interests.

This past summer, the department redesigned its curriculum to allow students to create their own concentrations and ultimately tailor their education to the career path that interests them.

In the past, students took a list of core courses and then chose four upper-level courses from a single concentration area, such as health policy.

“Students felt constrained. If they were interested in both health and consumer behavior, they had to pick one,” explained Rosemary Avery, chair of PAM.

Now after completing the core curriculum, PAM students will be able to choose 12 credits of upper-level classes across the department’s course offerings in health policy, family and social welfare policy, and consumer policy to form a curriculum that is best suited to them.

“We’re giving students the freedom to design career paths for themselves,” Avery said. “They’re going to be asked to think about how their courses are going to help them prepare for careers after graduation.”

The new curriculum allows students to prepare for careers in a wider range of fields including policy analysis, health policy and management, global health and management, law and regulation, social policy, and applied demographic analysis. The new curriculum also provides a solid preparatory track for students planning to work in public and private management positions.

The curriculum changes were based on feedback that PAM faculty members collected from course evaluations, admissions director Darryl Scott, and a

survey done with both current and former PAM students about the curriculum.

In a survey of 69 recent PAM graduates, respondents listed a host of classes they would like to have taken, ranging from education policy courses to advanced marketing courses and quantitative courses such as statistics and calculus. Respondents also said they would have liked the option to adopt alternate concentrations such as business, international policy, and urban development.

The PAM curriculum is designed to teach students how to make empirical research-informed decisions about public policy issues.

It requires students to take a set of foundational disciplinary courses in economics, sociology, psychology, and U.S. government. These courses are combined with a set of department-based core courses in policy analysis, microeconomics, economics of the public sector, basic statistics, and multivariate statistics.

As part of the changes made to the curriculum this year, the department has added a new required core course in demography to emphasize the impact of changing demographics on the policy environment.

The department has also renumbered the classes to ensure that higher-level courses provide sufficiently advanced material.

The new curriculum began this fall. Avery hopes it will help students consider their future careers more carefully. “I hope it will lead to more thoughtful planning about what students really want to get out of our major,” she said.

WARMING

Things Up at Work



When temperatures heated up this past summer, Alan Hedge, professor of human factors and ergonomics in Design and Environmental Analysis, regularly fielded calls from some of the world's largest media outlets, including NBC's *The Today Show*, CNN, the *Philadelphia Inquirer*, and the *New York Times*.

What were journalists so interested in? His research into the effects of climate on worker productivity.

Hedge (above, right) is an expert in how the workplace environment—everything from where you put your keyboard to the air temperature in the office—impacts the health, comfort, and productivity of workers.

Using software that records the keystrokes of workers in a New Jersey office, he measured their performance in temperatures ranging from 68 to 85 degrees Fahrenheit. His findings were a bit of a surprise: Workers actually performed better at warmer temperatures.

“At 85, they’re typing twice as much in a minute as they are at 68,” he said. The colder workers also made a greater percentage of mistakes, he said. While there is no magic number for the perfect office temperature, Hedge’s findings suggest the ideal range is actually higher than most buildings are set to.

“If you can warm a building up to 76 to 78 and allow people to wear pretty loose and casual clothing, a lot of people are going to find that

comfortable,” he said. “If you are thermally comfortable, then you’ll simply get more done at work.”

Allowing workers to wear loose, comfortable clothing—and avoid suits, ties, and nylons—is key to Hedge’s findings. And keeping temperatures warmer eliminates the need for extra sweaters or space heaters that often run at the same time the air-conditioning is blasting.

Besides improving productivity, the research has important implications for energy savings.

“For every degree you raise the thermostat, you’re going to save about 5 percent on the energy bills for cooling that building,” he said. “So a four-degree range of increasing the temperature can save about 20 percent on the energy costs.”

Companies in other countries have caught on. In Japan, the government is running a program to keep the minimum temperature at 83 degrees in government buildings in the summer. Hedge says that measure saves over 80 million barrels of oil every year. “And that’s huge.” [link www.ergo.human.cornell.edu](http://www.ergo.human.cornell.edu)

Department of Defense Turns to FSAD for

CUTTING EDGE RESEARCH

The idea of a fabric or fiber that could convert toxic chemicals into harmless byproducts sounds like something out of a James Bond movie. But for one Human Ecology professor, the concept is not far from reality.

Fiber Science assistant professor Juan Hinestroza is working with the U.S. government to create fabrics made of functional nanofibers that would decompose toxic industrial chemicals into harmless byproducts.

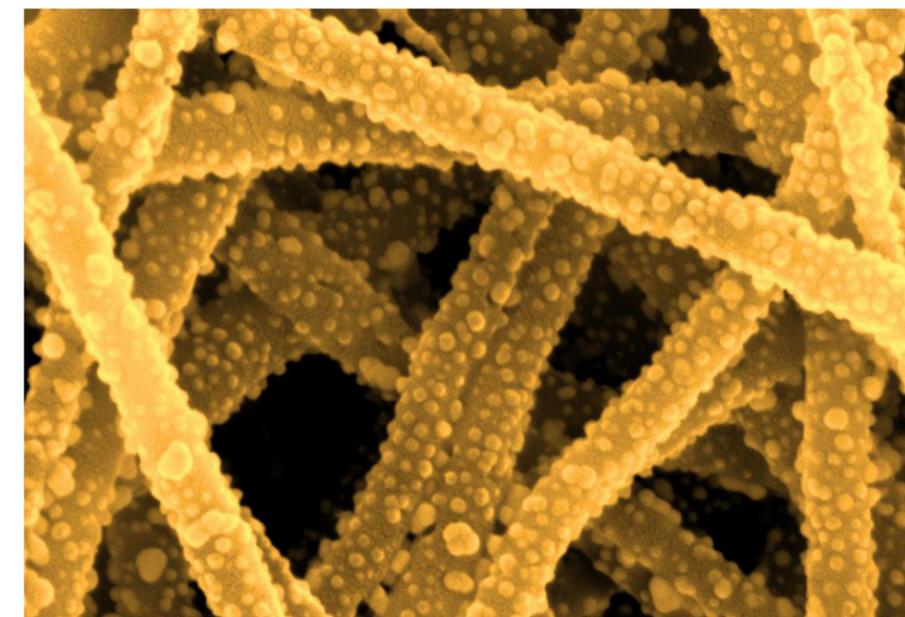
Hinestroza is a member of two teams that secured major grants from the U.S. Department of Defense totaling over \$2.2 million. Approximately \$875,000 of the grant will go directly to Hinestroza’s work. Both grants are multi-university collaborative efforts funded through the U.S. Defense Threat Reduction Agency.

The grants will fund basic research into the science behind creating such materials, which the Department of Defense could use to create new products. Potential applications include safety gear for U.S. soldiers and filtration systems for buildings and vehicles.

“These systems could be used in creating advanced air filtration and personal protection systems against airborne chemical threats and can find many applications in buildings, airplanes as well as personal respirators for U.S. armed forces,” Hinestroza said.

The first project, in collaboration with North Carolina State University, is aimed at understanding how very small electrical charges present in fibers and nanofibers can help in capturing nanoparticles, bacteria, and viruses.

“Understanding how these charges are injected into the fibers and how they are dissipated under different environmental conditions can open an avenue to significant



improvements in air filtration technology,” Hinestroza said.

The position and distribution of the electrical charges on the nanofibers will be fed into computerized fluid dynamics algorithms developed by North Carolina professor Andrey Kutznetsov to predict the trajectory of the nanoparticles challenging the filter. Hinestroza and another one of his collaborators, North Carolina professor Warren Jasper, pioneered work in this area several years ago.

The second project, in collaboration with UCLA, will study the incorporation of a new type of molecules—called metal organic polyhedra and metal organic frameworks—onto polymeric nanofibers to trap dangerous gases such as toxic industrial chemicals and chemical warfare agents, then decompose them into substances that are

less harmful to humans. The synthesis of these molecules was pioneered by UCLA professor Omar Yaghi.

This project will also look into the potential toxicity of these nanofiber systems to humans in collaboration with Professor Andre Nel from UCLA Medical School.

The Hinestroza research group specializes in understanding and manipulating nanoscale phenomena in fiber and polymer science. Hinestroza’s work has received prior financial support from the National Science Foundation, National Textile Center, and the New York State Foundation for Science, Technology, and Innovation (NYSTAR). In 2005, Hinestroza received the James D. Watson Young Investigator Award from NYSTAR and in 2007 the CAREER award from the National Science Foundation.

[link www.people.cornell.edu/pages/jh433](http://www.people.cornell.edu/pages/jh433)



Business as Usual not an option for rescuing world food system

“It is a disgrace for the world community that it cannot get its act together to reduce poverty, hunger, and malnutrition by half over a 25-year period.”

When the American Association for the Advancement of Science held its annual meeting in Boston February 14–18, among the speakers was 2001 World Food Prize laureate Per Pinstrup-Andersen, the J. Thomas Clark Professor of Entrepreneurship and the H. E. Babcock Professor of Food, Nutrition, and Public Policy at Cornell. The following is a summary of his lecture on “Science and Policy Priorities for the Global Food System.”

The global food system is in disarray. Three years ago, a 30-year period of decreasing food prices was changed to rapidly increasing food prices. Grain prices increased by 75 percent between 2005 and 2007, and wheat prices doubled during 2007. Prices for meat and dairy products have also increased dramatically. Is this the beginning of a long-term trend of increasing food prices or just a short-term blip?

Biofuel production has tripled during the last three years. Indonesia and other developing countries are cutting down large extensions of native forests to plant oil palm for biofuel, while the price of cooking oil, an important budget item among the poor, has skyrocketed. The U.S. government has put in place large subsidies for biofuel production from corn. Negative ecological effects are virtually certain.

Moreover, severe fluctuations in weather patterns, including flooding, droughts, and severe winds associated with climate change, are having devastating effects on poor people in many countries, and globalization continues to influence agricultural trade and the well-being of farmers and consumers.

The new U.S. Farm Bill continues heavy subsidies to American farmers at the expense of farmers in developing countries, many of them poor and malnourished, who are kept out of the American markets by high import tariffs. A rapid concentration in national and international food markets, including the strengthening of the market power of supermarkets in developing countries, is changing the relative bargaining power of farmers and consumers and reducing competition.

So is this the end of the global food system as we know it?

No, but there is an urgent need for new science and policy priorities to guide the system into the future. The focus of science for the global food system should be on creating more with less, assuring sustainability in the management of natural resources, and utilizing all appropriate scientific methods.

There is a need to integrate research for the food system and for the health of humans and the planet. Large increases in the public funding of such research are needed to generate the public goods that will facilitate further investment by the private sector. Research is needed to enhance the efficiency in sustainable water and land use, to mitigate the effects of climate change and adapt to the effects that cannot be avoided, and to enhance the understanding of the interactions between the food system and human health, including zoonotic diseases, pesticides, and HIV/AIDS.

The extensive rhetoric and the plethora of plans and strategies must be converted into policy action. Achieving the United Nations Millennium Development Goals should be given overriding priority. It is a disgrace for the world community that it cannot get its act together to reduce poverty, hunger, and malnutrition by half over a 25-year period. Developing-country governments need to invest more in agricultural research, rural infrastructure, public health, education, and other public goods, without which the private sector, including farmers, cannot function effectively.

Biosafety regimes need to be put in place to guide the development and application of appropriate technology. Environmental costs should be added to private costs of production and marketing. Safety nets and other risk-management tools are urgently needed in many developing countries.

The United States and other countries that have signed the principles set forth by the Organization for Economic Cooperation and Development [cooperation on governmental levels to tackle the economic, social, and governance challenges of a globalized economy] should move toward the elimination of trade-distorting agricultural policies and design energy policies that make more economic and ecological sense than the recently designed highly subsidized biofuel programs based on food and feed commodities as feedstock. The high and increasing concentration of the agribusiness sector calls for international regulations and promotion of competition.

The future of the global food system and the well-being of people will depend on foresight in setting science and policy priorities. Every minute around the clock, 12 preschool children die of hunger and nutrition-related illnesses.

Business as usual is not a viable option.

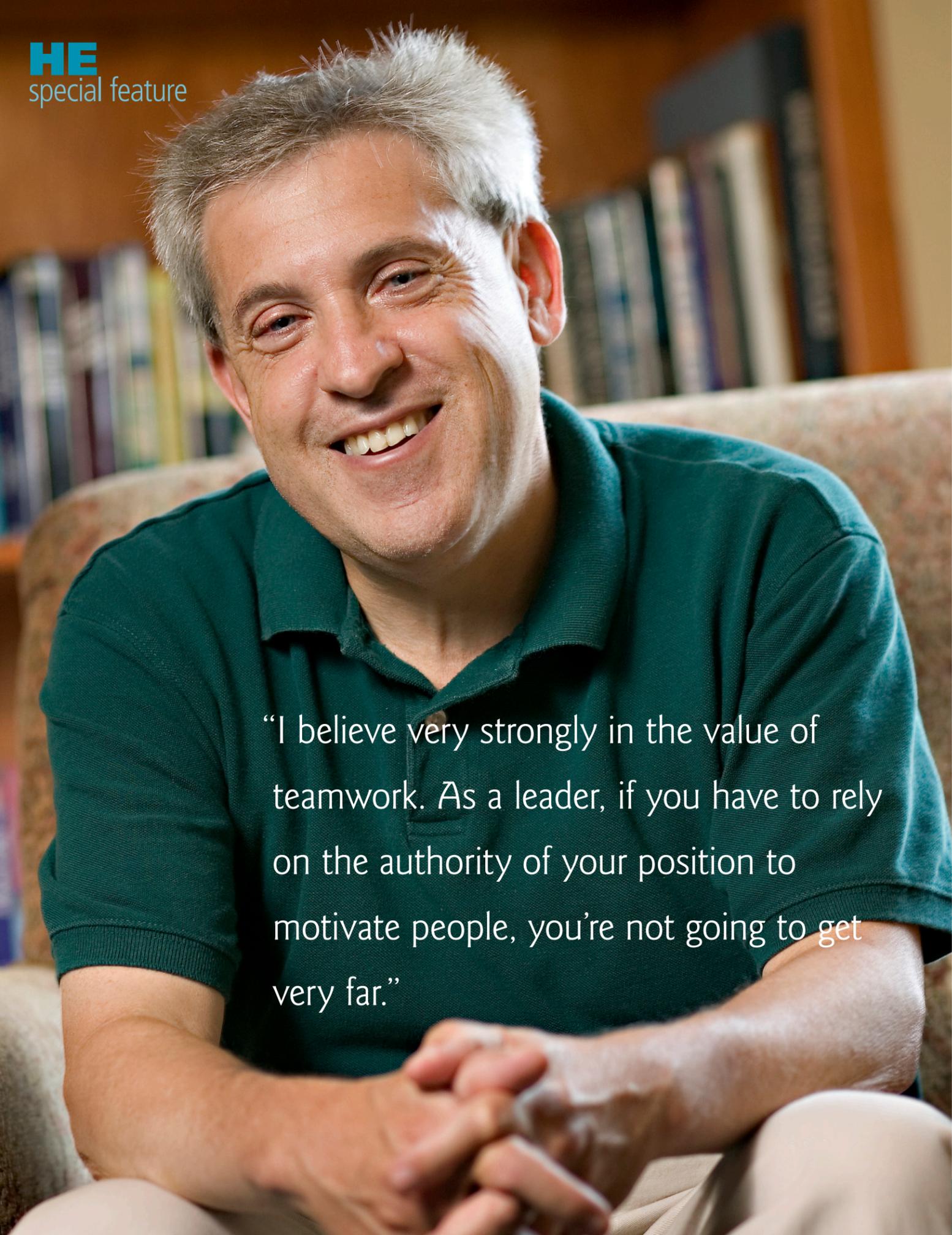
Still hungry: One-eighth of the world's people do not have enough to eat

Each 30 minutes, 360 preschool children will die of hunger and malnutrition. Twelve a minute, around the clock; more than 6 million a year. But that is only the tip of the proverbial and ugly iceberg. One in four preschoolers in developing countries suffers from hunger and nutritional deficiencies. These children do not grow to their full potential, they have little resistance to disease, they learn less in school, and they earn less as adults. Because of low birth weight, they are handicapped from the moment they enter the world.

More than 800 million people—two and a half times the population of the United States—live every day with hunger, or “food insecurity,” as it is often called, as their constant companion. Many more have micronutrient deficiencies: They do not get essential vitamins or minerals in their diets. Insufficient iron, and the anemia that comes with it, is the most widespread of these maladies.

The problem does not stem, as some might think, from insufficient production. The world is awash in food, and more and more people are overeating. . . . The main reason hunger and nutritional deficiencies persist is poverty.

From “Still Hungry,” by Per Pinstrup-Anderson and Fuzhi Cheng, September 2007 cover story of *Scientific American*. Copyright © 2007 by Scientific American Inc.



“I believe very strongly in the value of teamwork. As a leader, if you have to rely on the authority of your position to motivate people, you’re not going to get very far.”

The New Dean

Alan Mathios’s love of teaching, guidance of students, and demonstration of leadership led to his new post as the Rebecca Q. and James C. Morgan Dean of the College of Human Ecology.

After Alan Mathios received his doctorate from UPenn in 1985, he was faced with a difficult decision.

As a promising young economist, he was landing interviews at some of the nation’s most impressive academic institutions, including MIT, UCLA, and the University of Chicago. But he also yearned to have a more immediate impact on people.

“I wanted to understand the meaning of research in the real world, not just work in the Ivory Tower,” he explains. In the end, he decided to leave the academic world and went to work as a staff economist at the Federal Trade Commission. “At the time, it was viewed as a very risky and maybe unwise decision,” he said.

That gutsy move ultimately paved the way for Mathios to return to academia on his own terms and deliver the kind of hands-on learning experiences that he craved as a student—an aim that still motivates him today. This past summer, he was appointed the Rebecca Q. and James C. Morgan Dean of the College of Human Ecology, a role that

he plans to use to strengthen the college’s integration of education, research, and outreach and ultimately help students learn how to have an impact on the world.

“This is certainly an extraordinary place with a unique and powerful approach,” Mathios said. “We offer the rigor of the theoretical along with the practical application. It’s a unique model in academia, and it’s something I believe very strongly in.”

Culture of collaboration

Mathios grew up in a two-bedroom apartment in Queens with his father, who owned a garment shop on the lower east side of Manhattan, his mother, who was an administrative assistant in the Library Science Department at Queens College, and his older sister.

The apartment was small, and the dining room doubled as his bedroom, but he enjoyed the communal living of apartment life in New York City. And to this day, he harbors a weakness for New York-style pizza. (Napoli’s is the best he can find in Ithaca.)

As an undergraduate psychology major at the State University of New York at Buffalo, Mathios became fascinated with the ability of economics to explain human behavior. He added a second major in economics, and went on to pursue graduate work in that field.

In Mathios’s position at the Federal Trade Commission, he was responsible for conducting research and making policy recommendations on a broad range of issues—everything from how health claims on food items impact consumer choice to how regulation in the telecommunications industry affects prices.

He had been there for seven years when Professor Scott Maynes, who was working at the FTC on sabbatic leave from Cornell, encouraged Mathios to consider returning to academia.

“Initially, I wasn’t interested in working in academia,” he said. “But out of all of the institutions out there, the College of Human Ecology clearly stood out because of its commitment to research with real-world

applications and integration of that research into the education component.

"It took a couple of years to convince me, and I'm forever grateful to Scott and the college for their patience and persistence in the recruiting effort."

He joined the college in 1992 as an associate professor in the then Department of Consumer Economics and Housing, and over the years taught a variety of courses including Economics of Consumer Law, Public Policy and Marketing, and Intermediate Microeconomic Theory.

"It was my first time teaching, and I absolutely fell in love with it," he said. "My experience working in government really helped me make the material real for students. And the connections with government allowed me to help students discover job opportunities they might not have considered otherwise."

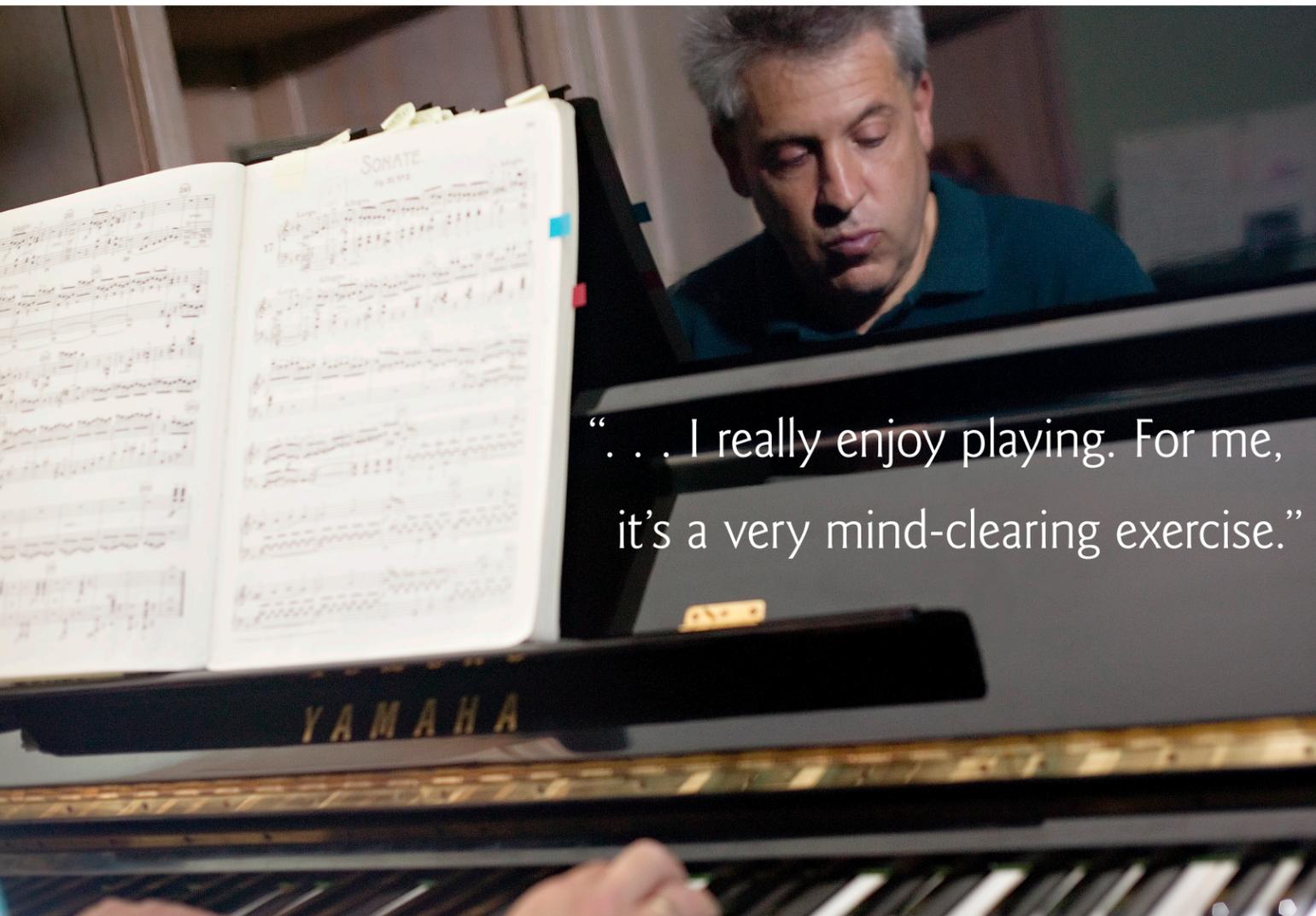
Today, letters from former students who've written to thank him for his guidance are among his most prized possessions. He saves each one in a special file in his office. In the most recent, a former student wrote that

Mathios's guidance influenced her to pursue a doctorate in public policy. "I still think about your course when I think about how I may contribute to sound policy making," the student wrote.

Mathios began getting involved in administration working with the undergraduate curriculum in consumer economics. That led him to help coordinate the creation of the new undergraduate program for the Department of Policy Analysis and Management. (The department is the result of the merging of the



Mathios family at Mt. Rainier and Yellowstone National Parks



“... I really enjoy playing. For me, it's a very mind-clearing exercise.”

Department of Consumer Economics and Housing with the Department of Human Service Studies.)

His demonstration of leadership led former dean Lisa Staiano-Coico to ask him to assume the role of associate dean for academic affairs in 2004.

"My favorite part about that role was building an esprit de corps among the dean's group and the senior staff," he said. "I believe very strongly in the value of teamwork. As a leader, if you have to rely on the authority of your position to motivate people, you're not going to get very far."

The culture of collaboration is something Mathios plans to build on throughout the College. "I want to make Human Ecology a place that faculty and staff really want to work because it's special."

A drive to expand horizons

A number of years ago, Mathios's daughters—Michelle, now 17, and Erin, now 14—began taking piano lessons. After hearing them practice for several months, Mathios couldn't take it anymore.

"I was jealous. I really wanted to play as well," he explains. So he signed up for lessons, too.

To this day, the three of them still take lessons every Wednesday night, one after the other. "It's been a humbling experience,

because the girls are both better than I am," he said. "But I really enjoy playing. For me, it's a very mind-clearing exercise."

Mathios's penchant for learning new things clearly carries over to his work at Human Ecology. Since taking on the role of interim dean last year, he's made it his mission to encourage the kind of cross-disciplinary collaborations that create opportunities for faculty to learn from their peers in other fields.

As a result, the college has become more deeply involved in multidisciplinary initiatives such as a collaboration with the College of Engineering and Weill Cornell Medical College on tissue engineering; collaborations with the College of Arts and Sciences and the Law School around psychology and the law; a collaboration of nutritional genomics with the broader University Life Science Initiative; and the Cornell Population Program, a demography center that includes approximately 70 faculty associates from across Cornell's colleges.

"These programs are a fantastic way that we can contribute to the university and boost the profile of the work we're doing," he said. "Even more important, I believe these collaborations are where the major breakthroughs happen."

Mathios's plans for the future also include overseeing the successful completion of the

new Human Ecology building and examining future facility needs, such as creating a space that will unite the Division of Nutritional Sciences.

That's a full plate of responsibilities, but it's one he comes prepared to handle.

"I am honored, humbled, and excited to be entrusted with the responsibility of leading the college," he said. "I hope to approach the role with energy, patience, and definitely a sense of humor."

Background at a Glance

- SUNY Buffalo, BA Economics/ Psychology 1980, Cum Laude
- University of Pennsylvania, PhD Economics 1985
- Federal Trade Commission 1985–1992
- Aarhus School of Business, Denmark, Visiting Professor, 2000
- College of Human Ecology 1992–present

Business plan: All-natural frosty treats

When Neal Gottlieb '99 thought about starting his own company, he wanted to launch a business that was earth-friendly and made people happy at the same time.

The idea he came up with? organic ice cream. Three years later, Gottlieb runs the first-ever chain of organic ice cream stores—Three Twins Organic Ice Cream in Terra Linda, California.

“It’s such a great opportunity to make people happy and not just think about the bottom line,” Gottlieb said.

“Customers talk about you and they spread the word—they want to support you.”

And he’s certainly won some loyal fans, including Metallica’s lead singer James Hetfield, who is a frequent customer. In addition, one of Three Twins’ flavors—Dad’s Cardamom—got a mention in the August 2007 issue of *Food & Wine* magazine. Meanwhile, Gottlieb is expanding the business to sell his ice creams, gelatos, and sorbets to restaurants and at farmers’ markets and grocery stores.

What’s his secret? Using high-quality ingredients and making his frozen treats in small batches.

“We’re certified organic in more ice cream flavors than any other business in the world,” Gottlieb explained. “Using pure milk, cream, eggs, and sugar isn’t the cheapest option, but it’s the best.”

link <http://www.threetwinsicecream.com/>



Spreading the word: Breast cancer risks in the environment

In Suzanne Snedeker’s perfect world, women would understand and be able to avoid everything in the environment that could increase their risk of breast cancer.

Snedeker '78 is the associate director for translational research at Cornell’s Program on Breast Cancer and Environmental Risk Factors (BCERF). She’s responsible for evaluating the scientific literature on the relationship of environmental chemicals to cancer risk, then translating her findings into consumer-friendly information.

Recently, she translated the latest research that suggests certain plastics and cosmetics can act like the hormone estrogen. There is concern that these “environmental estrogens” may increase the risk of breast cancer.

“Even though these environmental estrogens are present at low levels, emerging research does suggest exposures to these chemicals



can add up, and over time they may increase a woman’s risk of developing breast cancer,” she said. “Yet, many of these environmental estrogens can be avoided.”

Women can learn more and see simple steps to avoid exposure to these chemicals in online videos produced this past summer to educate women about cancer risks. You can find them at:

link <http://envirocancer.cornell.edu/research/endocrine/videos/>

Making a fashion statement

Vernada Adele White’s personal experiences with the devastation and aftermath of Hurricane Katrina—which destroyed the homes of several of her family members—taught her the value of using fashion to make a statement. Immediately following the hurricane, White '05 designed a t-shirt to raise awareness of the disaster and money to help rebuild her hometown.

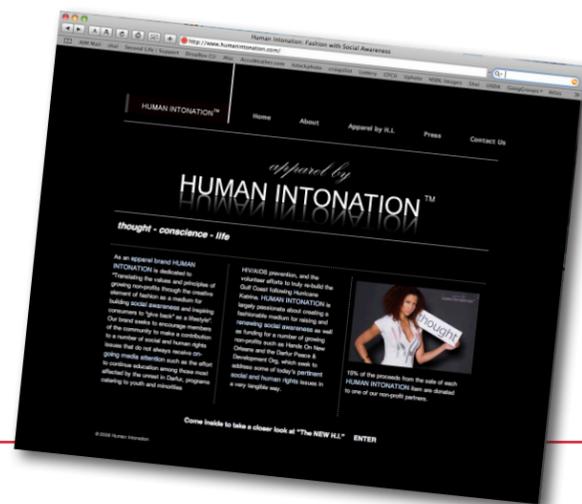
That initial shirt was the beginning of a much larger project for the Fiber Science & Apparel Design graduate. This past summer, she helped to launch Human Intonation, a new line of graphic fashions inspired by a wider array of social issues including the unrest in Darfur and HIV/AIDS prevention.

“We want to use apparel from Human Intonation to broach the conversation about how we can make a contribution to these causes and organizations, whether monetarily or through volunteerism,” said White, creative director for the line.

The company dedicates 15 percent of the proceeds from each sale to nonprofit partners. In addition, the shirts are manufactured under fair labor practices with the ultimate goal of producing the entire line from environmentally conscious materials. The t-shirts are sold in unique packaging with special hang tags that provide information about the nonprofit associated with the t-shirt along with how the purchaser can take steps to volunteer.

“I really believe the messages displayed through the graphics and slogans used on our shirts give a positive voice to those nonprofits still struggling to be heard or struggling to not be forgotten,” White said.

link <http://www.humanintonation.com/>



Hands-on experience shapes future



For Jessica Hippolyte '08, her experiences at Human Ecology helped her to develop a vision of her future career. Hippolyte majored in Human Biology, Health, and Society and had the opportunity to participate in several unique Cornell programs, including Urban Semester, where she spent a semester as an intern at a New York City hospital, and an internship in Haiti, where she researched factors associated with anemia in pregnant women and counseled HIV/AIDS patients.

“Because of Human Ecology’s interdisciplinary approach, I developed interests in fields that I had never even considered,” she explained. “After taking a multitude of classes, interning in Haiti and participating in Urban Semester, I now understand the necessity of preventive medicine and the public health approach where you develop initiatives that can help and treat whole communities at a time.”

Hippolyte is now working on her master’s of public health degree in global health at George Washington University School of Public Health and Health Services and plans to go on to medical school.

“My ultimate goal is to be a physician who focuses on health disparities and international work, to participate in such programs as Doctors Without Borders, and develop global clinics that provide services and care to those in greatest need,” she said.

Melding culture and career



During his time at Human Ecology, Abdul Chaballout '08 was able to combine two of his passions to pave a future career path—his love of the Arabic language, of which he is a native speaker, and his fascination with using technology to advance the field of medicine.

Chaballout majored in Human Biology, Health, and Society and conducted market research on using telecommunications technology for diagnostic purposes—findings he was able to present at an American medical conference in Damascus, Syria.

He was also active in Cornell’s Muslim community, helping other students learn Arabic as a native speaker at Cornell’s Language House, and conducting independent research on reversing negative societal attitudes and perceptions held toward American Muslims. He also led a research project in Dubai with fellow students from Language House to explore the rapid economic advancements in the United Arab Emirates and its impact on that nation’s culture.

Chaballout spent the summer at Stanford’s Summer Institute for General Management and will now head to Jordan for a yearlong project sponsored by the Fulbright Commission to devise a strategy for implementing advancements in telemedicine.

“I now have the grand plan of complementing my MD with an MBA and becoming an entrepreneur,” he said. “I hope to fuel the growth and development of telemedicine in such a way that it introduces innovation into the rigid world of health care and increases access to health care on a new level.”

Learning through teaching



Policy Analysis and Management graduate Jarett Goldman '08 headed to Citigroup in New York City to work as a Global Transactions Services analyst, helping multinational corporations and governments conduct business around the world.

Goldman’s experiences at Cornell provided a unique preparation for the job. He served as a teaching assistant for the Introduction to Policy Analysis class beginning the second semester of his freshman year, an experience he says forced him to learn as much as it did to teach. And he spent a semester abroad in Beijing, China—an experience that reinforced the Mandarin Chinese courses he took at Cornell.

On campus, Goldman also contributed to and edited a number of student publications, including the *Prelaw Journal* and *Cornell Moderator*.

“Having the chance to connect with other students on an intellectual level outside of the classroom taught me how to take my views and express them in a clear, concise, and erudite way and help others develop their own works,” he said.

“It’s exciting to take the knowledge I’ve learned in the classroom at Cornell and on the ground in China and use it. After this, we’ll see where the world takes me.”

Data Driven

Jennifer McNealey, Sloan '97, provides real-time information to health care investors

Jennifer McNealey didn't begin her career looking to start a new company. But over nine years working as a health care analyst and portfolio manager at investment firms, she saw an opportunity.

As an investor, she was responsible for keeping track of new medicines in development at hundreds of biotech companies around the world. This meant sorting through clinical trial results to assess if potential new medicines were safe and effective, and if they represented a real improvement over treatments already available. And she found that she could always use more data to inform her decisions.

"There were parts of the job that I always wished I had more time to do," she said. "There were always things I wanted to better research and organize in my own mind. Everyone tries to keep notes about what's going on in the industry, but it's a lot to keep tabs on."

So three years ago, McNealey stepped out on her own to fulfill that need. She founded a company called Laurient, which she describes as a complex version of a university note-taking service for health care investors.

"It reminds me of those note-taking services I used to see at Cornell," she said. "If you missed class, you could buy the notes and be sure that you had all of the information you needed. That's exactly what we do—except for biotechnology and pharmaceutical industries."

McNealey and other Laurient employees track thousands of clinical trials for medicines in the late stages of the drug development process, as well as drugs already on the market. The information includes details on the design of the clinical trial—such as how many and what types of patients are involved in the trial and what measures a company uses to determine if the medicine is working. They also track results of the clinical trials, including how well the potential new medicine performed and what side effects it has. Those data are organized and sold to investors at mutual and hedge funds, who use the data to inform their decisions.

While there are several companies that conduct similar research, none fill the specific niche that Laurient targets.

"Other information services are in the business of providing competitive analyses to pharmaceutical companies, which typically have months to make a decision on a product," McNealey explained. "But investors have different needs because they have to make split-second decisions. So the information has to be presented much more concisely. We also help investors assess the timing of when data will be released."

Big Red beginnings

While it's not always obvious to the casual observer, the foundations of McNealey's career go back to her days as an undergraduate at Cornell.

She likes to say that she comes from a family of Cornellians. Two of her uncles attended university here. Her husband, J. Alexander McNealey '95, is the son of two Cornellians. And her older brother and cousin attended Cornell at the same time she did. In fact, all three met their spouses on campus.

"The six of us were all here in the mid-1990s and we spent a lot of time together," she said. "It was really a lot of fun when we all received degrees in 1995."

Today, McNealey lives in Manhattan with her husband and five-year-old daughter, Lauren, who she secretly hopes will want to attend Cornell as well.

"We don't want to push her too much, so we try to play it really cool," she said. "But when we took her to campus last year, she absolutely loved it. She came home telling people she actually lived at Cornell instead of at our house."

As an undergraduate, McNealey majored in psychology. She served as a teaching assistant for Psychology 101 and Human Sexuality. She also received a certificate in gerontology from the College of Human Ecology.

"People ask me all of the time, how did that undergraduate degree help you?" she said. "In fact, it really did."

That's because clinical trials for psychology are the most easily confounded. There are often variables outside of the study design that



Jennifer McNealey, shown here with husband, J. Alexander, and daughter, Lauren



Ann Roberts '95, Jon Isacoff '92, Jennifer McNealey '97, and J. Alexander McNealey '95

"Sloan gave me a really strong core in business, which was critical in helping me understand how new technologies and markets emerge in the health care industry."

have an unanticipated impact on the results. "Having the opportunity to critically review psychology studies as an undergraduate taught me how to evaluate the design of clinical trials for other diseases as well," she said. "It taught me to consider what variables could confound a trial and what could be missing."

From psychology to pharmaceuticals

McNealey heard about the Sloan Program in Professor Roger Battistella's graduate course on long-term care, which was part of her gerontology certificate. She applied and was accepted to begin immediately after finishing her undergraduate degree.

She described her Sloan experience as different from that of her fellow classmates.

"A lot of my peers went to work for hospital and health systems, but I have always been intrigued with drug development," she said. "Sloan

gave me a really strong core in business, which was critical in helping me understand how new technologies and markets emerge in the health care industry. That strong business core also helped me a lot when I was thinking about starting my own business."

It's an endeavor she's thoroughly enjoyed. Working in the health care industry is something that motivates McNealey every day.

"Drug development is a very exciting area," she said. "There are always new drugs and new technologies. Just in the 10 years that I've been working in this field, I've witnessed the launch of so many completely novel medicines—medicines that didn't exist before, and that really help people."

"There are targeted cancer therapies and new medicines for diabetes that use totally different mechanisms than we've seen before," she said. "The pipeline of drugs just keeps growing, and it's going to keep growing."



“Healthy Appetite”

Occasionally, a stranger will stop Ellie Krieger '88 on the sidewalk to tell her about a recently cooked meal or a favorite dish.

“Someone will say, ‘I love your meatloaf recipe,’” said Krieger, a nutrition guru, author, and host of the Food Network show *Healthy Appetite*. “Those are some of my favorite moments. It’s amazing to think people are cooking my recipes and I’m helping to make their lives a little healthier.”

Today, Krieger is considered a national expert in healthy eating. In addition to hosting her own television show, she’s written two books, including the *New York Times* bestseller *The Food You Crave*, and appeared as a guest expert on dozens of national news programs.

But her popularity didn’t happen by accident. Krieger envisioned this career when she was an undergraduate in the Division of Nutritional Sciences.

“I had always wanted to go to medical school,” she explained. “I chose the nutrition major because it covered the pre-med requirements, and I loved cooking and eating. As I was studying, I began to understand the depth and breadth of the field, and I realized it was something I wanted to do for a long time.”

To fund her Cornell education, Krieger spent her summers working as a model, appearing in catalogs and print ads. “I’ve always loved being in front of a camera, so modeling was something I really enjoyed as well,” she said.

Then one day, her mother sent her a newspaper article about nutritionists who worked in the media. “That’s when it really hit me,” she said. “I could combine these two loves into one career.”

Pursuing her dreams

From then on, Krieger tried to gain as much experience as possible in the mainstream media. That included an internship at CNN working beside the network’s nutritionist; a master’s degree in nutrition education from Columbia University; and eventually time spent in private practice to help learn the nutrition challenges that people struggle with day to day.

“I really enjoyed counseling people and making that one-on-one connection,” Krieger said. “You never really grasp what people are struggling with until you get to know them on a personal level.”

While she loved the personal connections she made in private practice, Krieger kept her eye on the goal of breaking into the national media. Her big break came when she landed the job as host of a nationally syndicated TV show, *Living Better*, which she hosted for two years. Then she wrote her first book, *Small Changes, Big Results*, which caught the eye of a Food Network producer and led to *Healthy Appetite*.

“It’s an unbelievable feeling to influence people in a positive way,” she said. “And the more popular you get, the more people you can reach. Having this public platform has helped me connect with so many more people, and that’s immensely gratifying.”

A new approach to healthy eating

At the core of Krieger’s rise to national fame is her approach to healthy eating—one that avoids the regimented diets that most Americans are likely to follow when they want to lose weight.

“I don’t tend to take a numerical approach to food. I tend to take a food approach to food,” Krieger said.

Krieger classifies foods into three categories—“usually,” “sometimes,” and “rarely.” “Usually” foods are the ones you should eat most of, like whole grains, fruits and vegetables, lean meat, and low-fat dairy. “Sometimes” foods are okay to include in small amounts on a daily basis, like dark chicken meat, maple syrup, and crusty French bread. And “rarely” foods are the ones you splurge on, like butter, bacon, or an ice cream cone.

“So you can really eat whatever you want in moderation, as long as you’re always mindful of your health,” Krieger said. “I include ‘rarely’ foods in all of my books and in my personal cooking. I just use them in small amounts.”

“If you’re on vacation, go out and get a glorious ice cream cone and enjoy every bite of it,” she

said. “But maybe it’s a single scoop instead of that two-scoop sundae with hot fudge and whipped cream. That’s so much better than keeping a gallon of ice cream in the freezer, and eating it while you’re standing in your kitchen feeling guilty.”

Balance in other aspects of life also contributes to healthy eating, Krieger said. That’s because when people are tired or overly stressed, it tends to have an impact on their eating habits.

A day at the market

These days, Krieger has an ever-changing schedule. She’s constantly developing and testing new recipes, which she typically brings home for taste-tests by her husband, Thom, and six-year-old daughter, Isabella.

She spends two months a year taping for *Healthy Appetite*. There’s also an occasional book tour and a new online program called *Healthy Living with Ellie Krieger*, where those who want to improve their health can sign up for customized meal plans, recipes, and regular updates from Krieger.

When Krieger gets a break from her hectic schedule, her favorite thing to do is saunter down to the market to find fresh ingredients for an impromptu meal.

“I don’t get the chance very often, but I love to be inspired by fresh ingredients,” she said. “And I really love it if I can cook without having to measure!”

Despite Krieger’s hectic schedule and national profile, she says her job doesn’t feel much different today than when she first started off in the field of nutrition.

“Really, I’m just doing what I’ve always done, which is writing and cooking and talking to people,” she said.

Krieger’s top three tips for eating healthy

- Avoid the cycle of extremes. Don’t go on strict diets or holiday binges.
- Eliminate the notion of perfect. If you’re at an airport and you can’t find a perfectly healthy meal, look for the best option you can find.
- Never say never. If you’re craving chocolate cake, indulge. But get the best there is and have just a small piece, savoring every bite.

You can get more advice from Krieger at her new web site www.healthylivingwithellie.com.



The Food You Crave

by Ellie Krieger

Sage-Rubbed Pork Chops with Warm Apple Slaw

For the chops:

1 tablespoon chopped fresh sage or 1 teaspoon dried

1 large clove garlic, minced (about 1 teaspoon)

1/2 teaspoon salt

Freshly ground black pepper

Four 3/4-inch-thick bone-in pork loin chops (about 8 ounces each)

2 teaspoons olive oil

For the slaw:

2 teaspoons olive oil

1 large onion, cut in half, then thinly sliced into half-moons

1 large Granny Smith apple, cut in half, cored, and coarsely shredded

1 teaspoon chopped fresh sage or 1/2 teaspoon dried

1/2 head green cabbage, cored and coarsely shredded (about 9 cups)

3 large carrots, coarsely shredded (about 3 cups)

2 tablespoons cider vinegar

1/2 teaspoon salt

3/4 cup low-sodium chicken broth

To make the chops, combine the sage, garlic, salt, and a few grinds of pepper in a small bowl. Rub this mixture all over the pork chops and let them sit at room temperature for 10 minutes.

Heat the oil in a large nonstick skillet over medium-high heat until good and hot. Add the chops and brown well on both sides, 1 to 2 minutes per side. Transfer the chops to a plate.

To make the slaw, carefully wipe out the pan. Heat the oil over medium heat and add the onion, apple, and sage. Cook, stirring a few times, until softened and golden brown, 4 to 5 minutes. Add the cabbage, carrots, vinegar, and salt and continue cooking until the cabbage and carrots begin to soften, about 5 minutes. Add the broth and return the pork chops to the pan, burying them in the vegetable mixture. Cover and cook just until the pork chops have just a slight blush in the center, 5 to 7 minutes longer.

To serve, arrange the warm slaw on individual plates and top with a pork chop and some pan juices.

SERVES 4

Serving size: 1 pork chop and 1 1/4 cups slaw

Per Serving

Calories: 330; Total fat: 13g; Mono: 7g, Poly: 1.6g, Sat: 3.5g, Protein: 32g; Carb: 22g; Fiber: 6g; Chol: 70mg; Sodium: 720mg

Excellent source of fiber, phosphorus, potassium, niacin, protein, riboflavin, selenium, thiamin, vitamin A, vitamin B6, vitamin C, zinc

Good source of calcium, iron, magnesium, manganese, molybdenum, vitamin B12

Recipe courtesy of Taunton Books



doing good doing well

If there's an important cause that you should know about, it's likely that **Bob Schultz '77** is the person who's making sure you hear about it.

For more than 15 years, Schultz has made it his business to educate the public about important social issues. He has worked on ground-breaking campaigns on everything from AIDS Awareness to recycling to disaster relief. And just this year, he launched his own advertising agency dedicated to serving the communication needs of nonprofit organizations and government agencies.

"My ideal job is one that allows me to do good and do well at the same time," he explained.

From a young age, Schultz had been interested in public service. As a teenager, he helped organize the first Earth Day celebration in his hometown of Scarsdale, New York.

When he learned about the consumer economics major at Human Ecology, he knew that's where he wanted to go to college. The school was perfect for Schultz because it melded his interests in business and the public good.

"It gave me a good background for the advertising business, but it was about so much more," he said. "It was about the well-being of people. My time in Human Ecology gave me roots in the idea that we should do good for humanity."

While Schultz held onto that principle, his career wasn't always focused on public service. After graduating from Human Ecology, he completed a master's degree in business administration at the Johnson Graduate School of Management and then took a job marketing Nyquil for the Richardson-Vicks Company. "It was a great first job where I learned a

lot about marketing," he said. "One thing I learned about myself is that I really loved advertising."

After two years, Schultz left Vicks to take on a job working on consumer packaged-goods advertising and then the BMW Automotive account for a major advertising agency in New York City. It was a splashy job and one where Schultz found success. During his time working on the account, BMW outsold Mercedes—a major accomplishment for the rising luxury car company. Schultz enjoyed the work but still felt something was missing in his life.

"It was a lot of fun, but I found it was not as satisfying as I thought it would be," he said. "I had this sort of 'aha' moment. I had gone from marketing cough syrup to working on a luxury brand. That would mark the pinnacle of a career for many people, but I wanted something else."

That something else was the ability to use his job to do good in the world. So Schultz left BMW advertising for a job with the Advertising Council, the leading provider of public service announcements in the United States.

"It was really very rewarding to have the opportunity to combine my love of advertising with my drive to give something back," he said. "I could tell the work was really making a difference. That's the business where I found my home, and I've been there ever since."

The Advertising Council gave Schultz the opportunity to work on some pioneering campaigns, including the first national campaign raising

"My time in Human

Ecology gave me roots in the idea that we should do good for humanity."

awareness about AIDS and the first national campaign on recycling. He spent more than seven years as senior vice president there before leaving to join a smaller firm as a partner and co-owner.

That experience gave him an inside view at running his own company. Just this April, he set out on his own to found the CauseWay Agency.

In its few months, the agency has worked on some big projects. They worked on a TV and radio campaign featuring Ben Stiller to raise money for UNICEF's efforts to help cyclone victims in Myanmar. And they've put together campaigns on neighborhood diversity for the National Fair Housing Alliance and with McGruff the Crime Dog for the National Crime Prevention Council.

Schultz finds that running his own business presents a new challenge, but it's one that he enjoys.

"It's pretty risky to start a business in the middle of a recession," he said. "Ultimately, everything is my decision now. That takes some getting used to but it's also been very liberating in so many ways."

Among Schultz's policies: he won't make a hire unless he finds an outstanding candidate that he wants on his team. And he favors a collaborative management style, where everyone's input is considered.

His most recent hire is 2008 Human Ecology graduate **Drew Coyne**, who majored in Policy Analysis and Management. Coyne is part of a staff that includes three other full-time employees and six freelancers.

Today, Schultz lives in New Canaan, Conn., with his wife, Lisa, and their two children, 16-year-old Katherine and 12-year-old Reed. The family enjoys active endeavors. Their most recent was a cycling trip in Costa Rica last year.

Schultz also still remains active with Human Ecology. Over the years, he's been a member of the College of Human Ecology Advisory Council and the Cornell University Council. That because it's a place, he said, that gives students a solid understanding of the real world.

"I've always maintained, if you look at the issues of the day, the college is so well positioned to be a major force," he said. "It's a really wonderful place to get an education."





In Pursuit of JUSTICE

When **Rich Strassberg '85** was a junior at the College of Human Ecology, he enrolled in an internship program at the Tompkins County Probation Department working with first-time offenders in an alternative sentencing program. At the time, the consumer economics major never dreamed this first exposure to the criminal justice system would lead to a career in law.

Today, more than two decades later, Strassberg is an attorney who's worked on some of the most-watched white collar legal cases in U.S. history.

After serving for eight years as a federal prosecutor in New York, including three years as head of Major Crimes Unit for the Southern District of New York, he joined Goodwin Procter LLP, one of the top law firms in the country.

Since then, he has been the lead attorney for the Merrill Lynch broker tried along with Martha Stewart; he defended one of the bankers investigated in the Enron case; and he currently represents one of the former KPMG partners charged in the tax shelter case, being billed by the government as the biggest tax fraud in history.

"That experience as an undergraduate was really a springboard for me to become involved with the law," Strassberg said. "Once I headed down that path, I found that each new step in my career seemed naturally to follow from the last."

From pupil to prosecutor

Strassberg came to Cornell from Oceanside, N.Y., on Long Island. As an undergrad, he immersed himself in Human Ecology. He was an ambassador in the admissions department helping to recruit new students to come to the college. He was selected as a Cornell Presidential Scholar, an honor he shared with his Human Ecology clinical professor, Michele Whitham. And he was asked to carry the Human Ecology banner at the university-wide commencement ceremony.

"I loved my time at Hum Ec," he said. "I loved that it's a small school because it really gave me the opportunity to feel at home, become involved, and get to know and connect with the professors."

After Cornell, Strassberg attended Harvard Law School, where he served on the moot court board, taught writing to students, and continued to participate in various clinical programs, working with Legal Aid and the local district attorney's office.

At the start of his career, he clerked for a federal judge and then went to work at a private practice in Manhattan. In 1994, he moved to the U.S. Attorney's office in Manhattan where he worked as a prosecutor for eight years, eventually becoming the chief of the office's white collar crime unit.

"It was a wonderful job," Strassberg said. "You're always trying to do the right thing, and at a young age you're given a tremendous amount of responsibility. It was very satisfying to know you helped achieve justice in a particular case."

As a federal prosecutor, Strassberg handled a wide range of cases, including some of the biggest securities and health care fraud cases at the time, as well as cases involving bankruptcy and tax fraud, foreign bribery and corruption, money laundering, narcotics, and involuntary servitude laws. He was the lead prosecutor on a slavery case, in which a couple was holding two young girls from Nigeria as house servants. And he was in the office the morning of the September 11 terrorist attacks.

"Our office had just finished the African Embassies terrorist case, and we initially thought the attack might also focus on the prison connected to our office, where the defendants from that case were housed," Strassberg said.

After being evacuated, Strassberg helped to set up a temporary command center to address the ongoing needs of law enforcement in the wake of the tragedy. "It was a very emotional time and everyone in law enforcement wanted to do something to be of help after such a devastating disaster," he said.

A new direction

In 2002, Strassberg made the decision to leave the prosecutor's office and help launch the white collar crime unit at Goodwin Procter, one of the nation's leading law firms with offices in seven cities across the nation.

He's now chair of the firm's white collar crime and government investigations practice, specializing in white collar criminal defense, corporate internal investigations, corporate regulatory practice, and financial litigation.

"My work is really fulfilling now, but in other ways," he said. "I may help a company to conduct an internal investigation, or I may defend an individual client at trial against accusations by the government of wrongdoing. But almost always I'm in a position where my client is in need of an advocate, and is turning to me to help. Playing such a critical role in helping clients through the toughest of times can be very rewarding."

Rich Strassberg at Cornell Reunion in June 2005. (His family is sitting to the left of the banner in front.)



Over the years of working in the justice system, Strassberg has witnessed dramatic changes in the realm of white collar crime.

"Since the Enron case in 2001, there has definitely been a push to bring more cases in the white collar world," he explained. "At times that means investigations are launched of people who never dreamed that they were doing something unlawful. The challenge in the criminal justice system is to look at each case individually and on its own merits. A lot of the time, it's my job to make sure that happens."

While work keeps Strassberg busy, his home life is equally hectic. He lives in Manhattan with his wife and four children—five-year-old twins, a three-year-old, and a one-year-old.

"Most of my free time is spent with the kids, and I really enjoy that time because they're so full of joy and have such a love of life," he said. He also enjoys bike-riding, hiking, and playing softball.

When he gets the chance, he also enjoys making the trip back to Ithaca to visit the college where it all started. "Human Ecology is such a great place," he said. "In many ways I grew up there, and I'll always look back fondly on my time at MVR."

(left to right) Rich Strassberg's wife, Michele; children Lena, Alexander, Stella, and Oliver; and Rich at Sesame Place in Pennsylvania.



SLOAN Update



Rubbing Elbows in the U.S. Senate

Henry Allen, Sloan '73, Law '74, president of the Sloan Alumni Association and a senior attorney at the American Medical Association, greets Senator Arlen Specter (PA) at a Senate Judiciary Committee hearing, where he testified on antitrust in health insurance markets.



A Look Back at 50 Years

As the Sloan Program approaches its 50th anniversary, former Sloan director **Doug Brown** (above, right) has reflected on the history of the ground-breaking program in a personal memoir.

Brown describes how Cornell secured the initial grant from the Sloan Foundation to establish the program, its relocation to the College of Human Ecology nearly 25 years ago, and its evolution to prepare new generations of leaders to improve the health and well-being of people, families, and communities.

"It is my reflection of some of the events of the early years, with all the shortcomings of memory and personal bias," Brown explained. "I spent nearly my entire career at Cornell, and have no regrets. The students were the best and brightest, always challenging, and my associates in the Sloan program were extraordinary and exciting to work with."

Don't miss your chance to share in the history of this extraordinary program. Sloan will host a 50th anniversary celebration on May 1-2, 2009. It will include an alumni and student barbecue and wine tasting, classes, guest lectures, and the annual Wagner Memorial Dinner.

For a copy of Brown's memoir, contact him at drbrown12@webtv.net.

Sloan Program Welcomes New Doug Brown Executives-in-Residence

Two new professionals joined the Sloan Program this fall as Doug Brown Executives-in-Residence for 2008-2009, **William Ries '75** and **Corte Spencer '71**. Both individuals bring extraordinary experience and expertise to the position.

Ries has more than 20 years experience in health care leadership and financial planning. He served as president and CEO of Lake Forest Hospital in suburban



William Ries '75



Corte Spencer '71

Chicago, which he helped expand into a diversified health system. He is serving as President and Interim CEO of the Hospice of Northeastern Illinois. In addition to his training in health administration, Ries is a CPA and holds a graduate degree in managerial communications.

Spencer spent 25 years as CEO of Oswego (N.Y.) Hospital and Oswego Health, where he established a health system that included a full-service community hospital, nursing home care, home care, senior housing, and community health centers. He hopes to share his experiences in financial planning and recruiting and motivating exceptional staff.

Spencer also brings a clinical perspective. He was trained as a registered nurse and worked directly with patients prior to coming to the Sloan Program.

Ries and Spencer join **Fred Powell '70** and **Tony Cooper '73**, who are continuing for a second year. Powell is a successful health care entrepreneur and hospital executive. Cooper is an accomplished health care CEO who currently heads the Arnot Ogden Medical Center.

We extend our gratitude to **Jeff Bastable '74** and **Fred Yanni '69** for their outstanding work as Executives-in-Residence for the past two years. Fred and Jeff initiated the new concept of working with the same class over two years.

Hosting the Nation's Brightest: Health Economists Select Cornell to Host Conference

Hundreds of health care scholars from across the nation and across the globe will descend upon Cornell when the American Society of Health Economists (ASHE) holds its biennial conference on campus June 20-23, 2010.

The theme of the conference will be "Health, Health Care, and Behavior." Presentations are expected to cover topics ranging from health reform and system organization to the impact of personal behaviors on health.

"We're delighted ASHE is coming to Cornell," Sloan Program director Will White said. "Having the 2010 meetings here will increase the visibility of the Sloan Program and the Department of Policy Analysis and Management, and provide a great opportunity for our students and faculty."

ASHE is a professional organization dedicated to promoting excellence in health economics research in the United States. It is affiliated with the International Health Economics Association.

ashe

American Society of Health Economists

Student Recognized with Award for Government Service

Sloan student Nathan Shinagawa '09 was the recipient of a Tompkins County "Forty Under Forty" award, given to the top young leaders under the age of 40 in the county.



Shinagawa was elected to the Tompkins County Legislature in 2005, becoming the youngest ever legislator in the county's history. He represents the county's most diverse and most populated district.

This year, Shinagawa was appointed chairman of the Budget and Capital Committee, the committee in charge of the county's \$73 million budget. He is also a former chair and current member of the Health and Human Services Committee.

"The Sloan Program has opened my eyes to the challenges we face in getting better health care for all Americans," he said. "In just the past year at Sloan, I've begun to understand how we can get better health care from the perspective of providers, payers, the government, and private industry. This education has been invaluable."

Shinagawa is also vice chair of the Air Services Board, which oversees Ithaca Tompkins Regional Airport. In 2006, he was named the area's top legislator by the Central New York Labor Council for his work to expand health care coverage for working families.

Shinagawa is a fourth-generation Japanese and Korean American. He received a bachelor's degree in sociology from Cornell before enrolling in the Sloan Program.

In brief

Intercession Program in New York City to Feature Leaders in Health Management

Plans are under way for the upcoming New York City program, which provides students with an opportunity to visit NewYork-Presbyterian Hospital (NYP), the teaching hospital for Cornell and Columbia. **Bill Greene '77**, NYP vice president of operations, and **Jeff Bokser '01** will co-host the program, which provides an outstanding opportunity for students to interact with health care leaders and alumni from the greater New York area.

Bill will also host the Sloan Alumni Association meeting and reception on January 15th at New York Presbyterian Hospital.

Sloan Collaborates on Certificate Program for New York State Health Managers

Sloan faculty are collaborating with the Johnson Graduate School of Management and the Healthcare Association of New York State (HANYS) on a certificate program for health care administrators. The courses—both online and in the classroom—are offered through the Johnson School, HANYS, and eCornell, the university's online learning company for professional education programs. Sloan professor Sean Nicholson will join experts from HANYS, plus Johnson and Hotel School faculty in the program, which is being co-organized by Human Ecology alumna **Maryjane Wurth '81** and Johnson's director of executive programs, Tom Hambury. **LINK: www.ecornell.com**

Welcome Class of 2010! Sixteen new students joined Sloan this fall, including eight Cornellians. The balance of the class hails from Georgetown, Tulane, Brandeis, Wesleyan, Ithaca College, University of

Connecticut, University of Minnesota, and Ohio State.

Alumni will have the opportunity to meet the students at upcoming events, including the annual meeting in New York City and the Sloan 50th Anniversary Celebration at Wagner Weekend on May 1-2, 2009.

Alumni Provide Insights at Entrepreneurship Event

Seven Sloan alumni spoke at last spring's third annual Entrepreneurship at Cornell Celebration, a campus-wide event involving hundreds of students, faculty, and staff from across the university.

Four alumni spoke at a panel on nonprofit and for-profit health care ventures: **Fred Powell, Sloan '70**, CEO Omni Interactive, founder, Rehab Systems Company; **Andy Dahl, Sloan '70**, executive consultant and chief innovation officer at Fairview Health Services; **Terry Murphy, Sloan '86**, President of New Health Management, Inc. and CEO of Monarch Teaching Technologies, Inc.; and **Michael Foster '75, JD '78**, managing partner of a health-focused private equity group and chair of the Human Ecology Dean's Advisory Council. **Brooke Hollis, Sloan '78**, Sloan's executive director, moderated the panel.

John Norris, Sloan '73, Law '71, principal, Norris Capital and former deputy commissioner of the U.S. Food and Drug Administration; **Don Corcoran, Sloan '82**, president, Methylgene, Inc.; and **Wyatt Gotbetter '91, Sloan '92**, director, New Product Commercialization at Biogen Idec participated in a panel on the biotech and pharmaceutical industries. The panel was moderated by Sean Nicholson, associate professor in the Sloan Program.

Please send updates or items of interest for potential future Sloan Updates to rbh25@cornell.edu.

class notes

'60s

Chuck Johns '66, a member of the Sloan Alumni Association Board of Directors, is principal of private investments with Qorval Consulting, LLC in Naples, Fla., and works as an advisor with Boyne Capital, also in Naples. He is currently working with one of Boyne's health care portfolio companies.

Alan Harris '67 attended the Sloan reception in San Francisco and shared his reflections on Sloan, his career in the Public Health Service, banking, life sciences, and his service in local politics.

Fred Yanni '69 served the Sloan Program for the past two years as a Doug Brown Executive-in-Residence. Sloan thanks him for his many efforts teaching, mentoring, and hiring Sloan students and alumni over the years. He currently spends part of the year in Syracuse and the balance in Naples, Fla.

'70s

Gary M. Janko '72 is the executive vice president and chief operating officer of Pain Solutions, Bedford, N.H.

Henry Allen '73, Law '74, current president of the Sloan Alumni Association, recently moved from Holland & Knight to become a senior attorney at the American Medical Association in Chicago.

Jeff Bastable '74 is completing a term as president of the Syracuse Varsity Club. He was recently honored by Syracuse for his many contributions to the university at a banquet attended by a number of his Sloan colleagues. We also want to thank Jeff for his outstanding work over the past two years as Doug Brown Executive-in-Residence. He continues to assist the Sloan Program in a variety of ways.

Class of '78 alumni **Sly Coolidge, Kent Peterson, Rich Ketchum, Jason and Lynn Baskett, Jim Wells, and Brooke Hollis** were among the Sloan participants at the Cornell reunion in Ithaca.

'80s

Richard D. Farr '80 is serving as a senior financial advisor with Merrill Lynch in Ithaca, N.Y.

Alan Lieber '81, vice president of Atlantic Health, was named president of Overlook Hospital in Summit, N.J. He arrived at Overlook in 2003 from Lenox Hill Hospital, where he had been vice president of operations. He is currently serving on the Sloan Alumni Association Board.

A large contingent of '83 classmates attended the Cornell reunion in June, including **Dr. Jim Seltzer, Kevin Roman, Barb Schmitz, and Jamie Mooney**.

Jeanie K. Carpenter '87 became director of network affiliations of the University of Pennsylvania Health System in Philadelphia. She is also a Sloan Alumni Association board member.

'90s

Josh Yedvab '94 is a member of the executive leadership team at North Shore Long Island Jewish Health System, and recently returned to campus. He has been a strong supporter of the relationship between Sloan and NSLIJ, and has helped mentor a number of recent graduates who were hired by NSLIJ.

Peter Ruben '95 is medical group director for Fletcher Allen Health Care in Burlington, Vt.

Kylie Cotter '97 is the department administrator at Memorial Sloan Kettering Cancer Center in New York, and resides in Stamford, Conn.

Tiffany Rowe '97 hosted a reception at *Ponzu* Italian restaurant in San Francisco. She is serving as legislative director for the Washington Hospital Healthcare System in Fremont, Calif. She was also instrumental in arranging for Congressman "Pete" Stark's speaking engagement during the January 2008 Sloan Program Intersession in Washington, D.C.

Justin Davis '99 is the chief executive officer of Dallas Regional Medical Center in Mesquite, Texas.

'00s

Jean Ahn '00 is system director for planning and business development at the Yale New Haven Health System in New Haven, Conn. She is also on the board of the Sloan Alumni Association.

Jin Wang '00 has recently taken a new position as director of care delivery information security for Kaiser Permanente in California.

Claudia Cappiello '01 is serving as executive analyst with Florida Orthopaedic Institute in Temple Terrace, Fla.

Aaron Mitra '01 is working with Blum Shapiro Consulting in Connecticut. He is currently the Treasurer of the Sloan Alumni Association.

Pam (Kapp) Tahan '01 was recently married and is serving as the interim CEO of Summit Hospital in Van Buren, Ark.

Shuchi Kumra Wadhvani '01 is director of process engineering at the Fallon Clinic in Westboro, Mass., and is on the board of the Sloan Alumni Association. Congratulations to Shuchi and her husband on the recent addition of son Ishan to the family.

Justin D. Bowers '02 moved from Lewin to become an associate at Deutsche Bank on Wall Street in New York City.

Oya Nihal Celikbilek '02 is working at the American Hospital in Istanbul, Turkey.

Aruja Weling '02 is working as project manager, eHealth Innovation, Blue Cross/Blue Shield of Massachusetts in Boston.

Shilpa Londhe '03 is serving as research manager at Boston Health Economics, Inc. in Waltham, Mass.

Yi Pang '03 is serving as a program manager at Stanford University Medical Center in Palo Alto, Calif., and recently connected with fellow Sloan graduate **Jesse Rodriguez '07**, also at Stanford.

Sean Sondej '03 is associate operating officer at the Duke University Hospital in Durham, N.C.

Katie Bonanno '04 has been serving as manager of clinic operations for the Ochsner Health System in New Orleans, La., and served as a mentor for a Sloan intern this past summer.

Janelle DeLuco '04 has been serving as clinical manager of inpatient and subacute rehabilitation at the Toumey Healthcare System in Sumter, S.C.

Eric Fishbein '04 is a senior consultant with Presscott Associates, Ltd. in Avon, Conn.

Dr. Amit Kale '04 is working with Fiserv in Plainsboro, N.J.

Joshua Strugatz '04 is serving as administrative director at the North Shore – Long Island Jewish Health System in Lake Success, N.Y.

Andy Guz '05 is now serving as chief operating officer of Williamson Memorial Hospital, Health Management Associates, Inc., in Williamson, W. Va.

Tony Yep '05 recently took a position as senior health care analyst at the National Committee on Quality Assurance (NCQA) in Washington, D.C.

Dewi Matthies '06 recently returned to northern California to join her fiancé and reports that a large contingent of Sloanes will be attending the wedding. She is working at Sutter Health.

Anita Wu '06 recently moved from CIGNA to become lead business information specialist with Nationwide Better Health in Hunt Valley, Md.

Jesse Rodriguez '07 attended the recent San Francisco reception where he discussed his activities as project coordinator for guest services and international medicine for the Stanford University Hospitals and Clinics.

Frank Vounasis '07 is now a clinical trials finance associate with Phenomix Corporation in San Diego, Calif.

1940s

Vivian Hoffman Miller '48, Haverford, Pa., founded the One-On-One Writer's Conference held at Rutgers University. The conference, going on its 35th year, has earned a national and international reputation in the field of writing and illustrating books for children. Miller writes as Vivian Grey.

1950s

Joan Jacobs '54, LaJolla, Calif., her husband, Irwin '54 (Eng.), and their son and daughter-in-law, Gary and Jerri-Ann Jacobs (parents of Adam Jacobs '08) were awarded the 2008 Tanner Prize by Cornell Hillel's Board of Trustees for their significant contributions to the Jewish people and to Cornell. Irwin Jacobs is the founder of the global wireless and voice data company QUALCOMM, Inc.

1960s

Carol Aslanian '63, New York City, was named one of three advisory board charter members of the University of Phoenix National Research Center (NRC). Aslanian is president of an adult student market research firm, the Aslanian Group.

Dianne Newman '65, Providence, R.I., was appointed executive director of the YWCA—Greater Rhode Island in April. The "hallmarks" of the YWCA are to empower women and eliminate racism.

1970s

Amy Cohen Banker '75, New York City, exhibited "Finding Beauty," an exhibition of oil paintings and collages sponsored by the World Monuments, with fellow artist Amy Kool as well as at SONIC SELF—Sound Art Related Exhibition and Music Events, both in July in New York City.

Ilene Wasserman PhD '77, Narberth, Pa., is president of her own consulting company, is an adjunct faculty member at Columbia University, and recently was appointed to the Governing Board of the Center for Creative Leadership (www.ccl.org/leadership/index.aspx).

Martha Gallo '79, New York City, has been appointed to the Board of Trustees of the Governor's Island Preservation and Education Corporation. Gallo is general auditor for JPMorgan Chase.

1980s

Alan Leiber '81, vice president of Atlantic Health, was named president of Overlook Hospital, in Summit, N.J. Lieber arrived at Overlook Hospital in 2003 from Lenox Hill Hospital, where he had been vice president of operations.

Betsy Silverfine '81 is communications and marketing manager for Gift of Life Bone Marrow Foundation (giftoflife.org) based in Boca Raton, Fla. Silverfine has a daughter, born in 2006, and gave birth to her second child in August 2008.

Dr. Elizabeth M. Billingsley '84, Hershey, Pa., was promoted to full professor of dermatology at Penn State Hershey Medical Center and College of Medicine. She lives with her husband, Mel, director of the department of pharmacology at Hershey, and their son.

Kelly A. McDaniels '84, Phoenix, N.Y., is a help line coordinator with the Central New York chapter of the Alzheimer's Association. She will manage the 24-hour help line and its information and referral services.

Irma Silva-Barbeau PhD '87, Blacksburg, Va., published her second book, *Isabel's Gift: A Story of Giving Love and Discovery* (www.tatepublishing.com/tipsheet/book.php?key=4339).

1990s

Eileen Gravani '90, Ithaca, N.Y., who has served on the SUNY Cortland faculty for more than 27 years, was appointed associate dean for that college's School of Professional Studies on May 8.

Ron D. White, PhD '91, New Orleans, La., was appointed chancellor of Delgado Community College at the Louisiana Community and Technical College System (LCTCS) Board of Supervisors meeting.

Michael Adam Held '92 has been promoted to senior vice president and deputy general counsel in the Legal Group for the Federal Reserve Bank of New York. He is responsible for the group's corporate affairs division, and continues to serve as the bank's corporate secretary, a position he has held since July 2006.

Kevin Beirne '95, Stanford, Conn., designed and launched the web site <http://dictionaryfordads.com> in May of this year.

Kristin Boekhoff '97 is developing Panigram (www.panigram.com), which will be a small, sustainable boutique resort in Bangladesh. Boekhoff will be featured in the first issue of *Success for Women*, a sister magazine of *Success* magazine.

Mary Anne Cummings '98, Ithaca, N.Y., married Michael Camel at Sage Chapel on the Cornell campus in July 2008. She is a kindergarten teacher at Beverly J. Martin Elementary School. Camel is employed by Cornell and Wegman's.

Nazaneen Grant, MD '98 accepted a new position in September 2008 at Georgetown University Hospital in Washington, D.C.

Novlette T. Williams '98, Syracuse, N.Y., married Terrence Pierce in August 2008. She received a master of social work degree from SUNY Albany in 2002 and is currently director of youth development services at Contact Community Services.

Brian Andrew McKenzie '99, Elmira, N.Y., and master distiller Thomas E. McKenzie (no relation), proprietors of Finger Lakes Distilling, should be producing spirits by late fall 2008 and expect to be open for tastings and sales over the winter. To see progress on construction, go to Fingerlakesdistilling.com.

2000s

Leslie Lynne Alkalay '00, New York City, was married in June 2008 to Andrew Rafal. Alkalay has a Ph.D. in clinical psychology from Fordham and is a clinical psychologist at Columbia University. Rafal is a partner in Tiger Consumer Management, a hedge fund. He received a law degree from New York University.

Sarah Tranam '00, Chicago, Ill., was awarded \$30,000 for "iBlob," a game she designed as part of the Ruckus Nation competition (www.ruckusnation.com/category_winner_iblob.html). Tranam is a graduate student in design at the School of the Art Institute of Chicago.

Lauren K. Goldstein '01 was married in August 2008 to Scott David Nussbaum. She edits and writes the copy for the web site of Macy's in New York and is studying fashion design at Parson's School of Design. Nussbaum is a specialist in the contemporary art department at Sotheby's in New York.

Jessica L. Hayes '01 married Benjamin J. Nabewaniec in July 2008. She received an M.S.W. from Syracuse University in 2007. She is a social worker. Nabewaniec is a teacher.

Chetna Khemka '01, New York City, was married in May 2008 to Matthew B. Chun. In July, she became a management consultant in the New York office of the Boston Consulting Group. She received an M.B.A. from Columbia.

Wendy E. Schwan '01, New York City, was married in July 2008 to David Adam Sherman. Schwan is an organizational development consultant at NewYork-Presbyterian/Columbia hospital. She received a master's degree from New York University. Sherman is a vice president for operations in the U.S. asset management unit of Nomura, the Japanese brokerage firm.

Yaneri Rosa '04, Freeport, N.Y., graduated from law school in June 2007 and gave birth to a daughter, Alicia, in July 2007.

Janelle Mara Sher '04 became engaged to Jason Wolf. Sher and Wolf graduated from SUNY Downstate College of Medicine in May 2008. Sher will be a pediatrics resident at Cornell University Medical Center in New York City and Wolf will be a urology resident at Brookdale University Medical Center. An August 2009 wedding is planned.

Jessica Jody Siu '05, Oak Grove, Ky., army first lieutenant and a nutrition care officer-in-charge, was deployed to Iraq in March.

Stephanie Radi '07 is a high school science teacher for Teach for America in North Carolina. Teach for America (www.teachforamerica.org/) aims to eliminate educational inequity by enlisting promising future leaders in the effort.

Jeremy Todd Urban ARTS MS '05, PhD '07 and **Jennifer Southwick Brown MA '06** were married in August 2008. Urban received a doctorate in physics from Cornell and Southwick has completed the requirements for a doctorate in human development.

Ferne Griffith Fuller '29, New Hartford, N.Y., May 8, 2008
Doris Brown Hodge '31, Acton, Mass., December 23, 2007
Reta Maybury Waln '31, Richmond, Va., July 4, 2008
Sylvia Cole '33, White Plains, N.Y., and Palm Beach, Fla., March 2008
Beatrice Saltford '33, Gladwyne, Penn., April 18, 2008
Mary T. Goff '34, Aliso Viejo, Calif., March 12, 2008
Margaret A. Van Wagenen '34, Cobleskill, N.Y., February 13, 2008
Janet Lois Taylor '35, Denver, Colo., March 8, 2008
Isabel K. Boyd '36, Wassaic, N.Y., April 21, 2007
Hazel Hanson '37, Riverside, Conn., June 3, 2008
Bertha J. Kotwica '37, MS '54, Rome, N.Y., March 17, 2008
Helen Naylor '37, Warrenton, Va., October 22, 2007
Marian M. Kira '38, Dover, Del., May 12, 2008
Ruth G. Waskey '39, Boulder, Colo., October 21, 2007
Jeanne T. Lewis '40, Fremont, Mich., May 12, 2008
Marie B. Pettit '40, Bridgewater, Va., April 11, 2008
Hilda B. Sine '41, Ithaca, N.Y., April 2, 2008
Betty Thompson MS '41, Cincinnati, Ohio, November 1, 2004
Ann M. Cohen '43, Scarsdale, N.Y., November 28, 2005
Bernice H. Fitchett '43, Poughkeepsie, N.Y., December 31, 2007
Charlotte Hilke '43, Salt Lake City, Utah, July 22, 2008
Mary P. Clist '44, Cobleskill, N.Y., April 24, 2008
Eleanor Morse Jr. '44, Marietta, Ga., February 4, 2008
Nancy L. Baird '45, Vienna, Va., June 1, 2004

Mary Brown '48, Roseville, Calif., March 4, 2008
Janet Lloyd '49, Middletown, N.Y., July 1, 1985
Sylvia Mann '49, Wynnewood, Penn., November 13, 2007
Norma Schunk MS '49, Buffalo, N.Y., July 5, 2006
Ruth Byers '50, Racine, Wisc., March 20, 2008
Theodore Wishnetsky MFS '50, East Lansing, Mich., December 6, 2007
Lt. Col. Nannie R. Evans MS '51, San Antonio, Tex., November 24, 2007
Joan Hartford Ferreira '51, Rochester, N.Y., August 28, 2008
Barbara Patchen '52, Glendale, Ariz., December 2, 2007
Diana Caulum Mentzer '53, The Villages, Fla., July 12, 2008
Amanda G. Farrell '54, Mount Upton, N.Y., January 3, 2008
Marilyn Black '55, Boynton Beach, Fla., April 2, 2008
Evelyn A. Funk M.Ed. '55, Raymondville, Tex., April 12, 2005
Trude Nygren PhD '55, East Lansing, Mich., September 10, 2007
Nancy Kienzle '56, Westport, Conn., February 2, 2008
Sister Marie L. Mayer MS '56, Rochester, N.Y., January 29, 2008
Barbara S. Whaley MS '58, San Antonio, Tex., January 19, 2008
Ret. Lt. Col. Ronald N. Bowman MFS '60, Memphis, Tenn., March 20, 2008
Patricia Fox '63, Cincinnati, N.Y., March 29, 2008
Marion Mason PhD '69, Charlottesville, Va., October 25, 2007
Arlyn R. Grossman '72, Rochester, N.Y., April 27, 2008
Lynn A. Classen '73, Watsonville, Calif., December 6, 2007
Leonard E. Mankowski, former assistant professor in DEA, Eldersburg, Md., March 2, 2008

Human Ecology Lecturer Bill Rosen Dies at Age 57



William Rosen, a lecturer in the College of Human Ecology's Department of Policy Analysis and Management, died of brain cancer May 19 at his home in Brooktondale, N.Y. He was 57 years old.

"Bill was a beloved teacher and mentor to hundreds of students throughout his almost two decades of teaching economics and statistics in the College of Human Ecology at Cornell," said Rosemary Avery, chair of his department. "He inspired students to become creative problem solvers by illuminating the role that economics and statistics can play in addressing the complex issues facing society."

Rosen served as director of the Capital Semester in Albany program; the New York State Assembly passed a resolution in 2005 honoring him for his contributions as a respected member of the Albany political community.

He also was a recipient of such prestigious awards as the New York State Chancellor's Award for Excellence in Teaching (2006), Merrill Presidential Scholar Outstanding Educator (2004, 2005), and HEAA/KON Honorary Society Award for Advising and Service (2001).

Rosen received his bachelor's degree in economics from Boston University and Ph.D. from the University of California–Davis. He survived by his father, Saul Rosen, sisters Joanne and Barbara Rosen, and his beloved golden retriever, Ben.

Extension Leader Carolyn Boegly Dies



Carolyn O. Boegly, associate professor of extension administration, died on June 6 at her home in Ithaca, N.Y. She was 80 years old.

Boegly worked with Cornell Cooperative Extension as an assistant home demonstration agent in Rensselaer County and later in Broome County from 1952 to 1964. The National Association of Extension Home Economists honored her in 1961 with the Florence Hall Award and in 1962 with a Distinguished Service Award. She came to the Cornell campus in 1964 as an assistant professor in Human Ecology and assistant state leader for home demonstration agents. Boegly was an innovator in the development of statewide programs and campus in-service education offered to Cooperative Extension field staff. She retired from Cooperative Extension in 1991.

Boegly received her bachelor's degree in home economics from Michigan State University and a master's degree in extension administration from the University of Wisconsin at Madison.

MESSAGE

from the HEAA president



Terry Kornblum Singer '76
President

The Human Ecology Alumni Association was delighted to learn that Alan Mathios was named dean of the college this past June. As interim dean for 2007–2008, he did an outstanding job managing the everyday challenges of running

the college while juggling the administrative tasks related to the Martha Van Rensselaer renovations and additions. Dean Mathios has been a highly respected member of the Human Ecology faculty and administration for 16 years. We congratulate him and look forward to collaborating with him on behalf of Human Ecology.

Cornell springs to life in late August with the return to campus of both students and faculty. Simultaneous with the heightened level of activity on campus is the onset of programs sponsored by the Human Ecology Alumni Association. To help plan these events, the HEAA Board welcomes five new members: **Robert Abrams '78**; **Jessica Garay '04**; **Amy Hughes '71**; **Katrina James '96**; and **Jane Tatibouet '62**.

A goal of the HEAA is “to maintain a beneficial relationship between the college, students, and alumni.” In response to this goal, on June 23 the HEAA hosted a networking panel in New York City entitled “The Big Red Question: What to Do With Your Cornell Degree?” Many thanks to **Lee Schaffler '01**, who organized this terrific event, to Darryl Scott (director, Human Ecology Office of Admissions, Student and Career Development) who served as moderator, to **Mary Kahn '79** and the entire Alumni Affairs committee, and to the six panelists who each shared insights and personal experiences regarding their various industries: **Angelina Riley '04**; **Suzanne Walsh '93**; **Amy Horrocks '88**, **Sloan '92**; **Malia Mills '89**; **Marc Rachman '86**; and **Linda Moses '79**. The evening was attended by over 70 students and alumni and exemplifies the type of programming offered by HEAA.

Currently on the HEAA calendar is the annual fall student luncheon. This popular event is organized by the Student Affairs committee (chaired by **Jill Schwartz '81**) and offers valuable

networking opportunities for students with alumni. This successful luncheon has quickly become a Human Ecology tradition as it gives the attendees an opportunity to meet with recent HEAA grant recipients. HEAA awarded nearly \$12,000 to 36 deserving undergraduate and graduate students during the 2007–2008 academic year. This has enabled the pursuit of individual research, attendance at academic conferences, and participation in community service projects both here and abroad. We are proud to extend HEAA resources to assist our talented students in this way.

Reappearing on the HEAA priority list for the year is expansion of the highly successful CyberMentors Program piloted by the HEAA in 2004 and embraced by the Human Ecology community. Over 400 students and alumni mentors have established cyberspace relationships, and the feedback has been phenomenal. Alumni have found this to be rewarding while students are grateful for the guidance. We encourage all our members to register upon receipt of the special invitation e-mail later this month, to find out firsthand about this program, and seriously consider embarking on this virtual initiative.

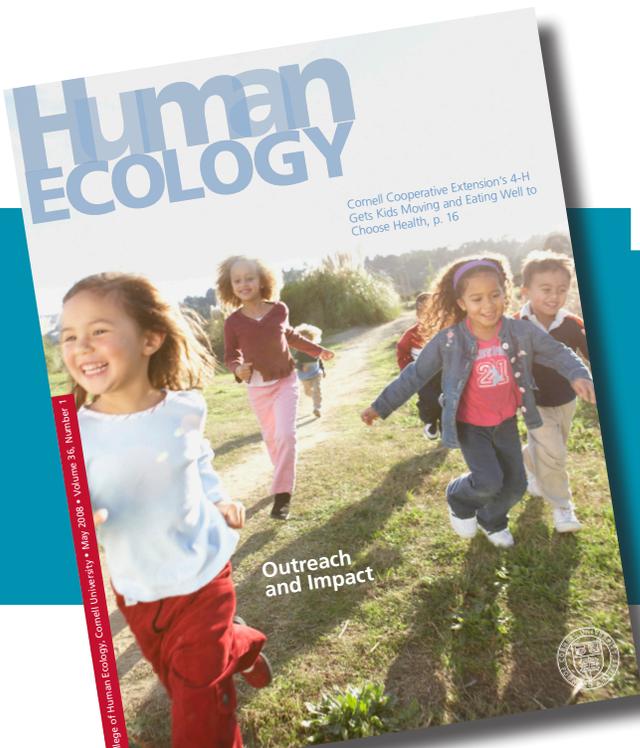
We are indebted to the wonderful staff of Alumni Affairs and Development, whose help and support has been crucial to the success of our events. From conference calls, to mailings and program coordination, this group has been the backbone of our association. Thank you to Marybeth Tarzian, assistant dean; Luanne M. Prospero Stefanucci, assistant director; and Deborah J. Surine, alumni affairs assistant.

Please look for the Human Ecology Alumni Update and *LINK* magazine, and keep your membership current. It is with the support of your membership dues that the Human Ecology Alumni Association can continue to enhance the experiences of our students and alumni through the sponsoring of relevant and informative programs and outreach.

Thank you,

Terry Kornblum Singer '76

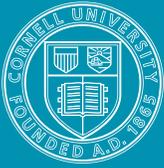
President, Human Ecology Alumni Association



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Spring 2008 edition: Outreach and Impact

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Safer Turkey: Worth the Wait

Karla Longree immigrated to the United States in 1933 from Germany. In 1938 she received her Ph.D. from Cornell. From 1945 to 1967 she held various appointments at Cornell including 16 years in the Department of Institution Management in the College of Home Economics. She was internationally known as an authority on microbiological aspects of processing food in quantity. She discovered that high-acid ingredients such as citrus juice and salad dressing inhibited bacterial growth and on this basis developed procedures for quantity cooking that minimized the dangers of food poisoning.

Professor Longree made the important discovery that turkeys should be defrosted in the refrigerator to prevent warm temperatures from supporting multiplication of food poisoning, even though it may take three times as long. Here, Professor Longree records turkey temperatures. She found that a 14-pound bird will defrost in 55 hours in the refrigerator and 17 hours out of the refrigerator where leg meat remains dangerously above 40 degrees for seven hours. "It's worth the longer wait," she said.

